

Activity Sheet 6-A

Attention: How to Gain a Favorable Start

Identify ways that you can put each of the Attention getting techniques to use:

Shocking Statement: _____

Handshake and Get the Name: _____

Offer Something: _____

Compliment: _____

Know By Name: _____

Inquiring Question: _____

Needs Analysis Offer: _____

Give (gift) Something: _____

Activity Sheet 6-B

Attention: How to Gain a Favorable Start

Complete the following Attention-getting opener using a Question Bearing upon a Need. Identify a typical prospect or customer you serve and identify a product or service that you are familiar with for the role-play exercise.

Step One:

Typical Prospect or Customer: _____

Product or Service You Will Represent: _____

Step Two:

“Mr. or Ms. Customer, if there were a way to _____

_____, would that be of interest to you?”

Step Three:

“The reason I mention that is _____

_____.

Perhaps we can do the same for you. May I ask you a few questions?”